



CITY OF NEWPORT BEACH BALBOA VILLAGE ADVISORY COMMITTEE AGENDA

ExplorOcean
600 East Bay Avenue
Wednesday, October 9, 2013 - 4:00 p.m. to 5:30 p.m.

Committee Members:

Michael Henn – Council Member (Chair)
Tony Petros – Council Member
Gloria Oakes – Balboa Peninsula Point Association
Ralph Rodheim – Balboa Village Merchant Association Member
Grace Dove – Central Newport Beach Community Association
Tom Pollack – ExplorOcean Representative
Jim Stratton – At-Large Representative

Staff Members:

Kimberly Brandt, Community Development Director
Brenda Wisneski, Deputy Community Development Director
Tony Brine, City Traffic Engineer
Fern Nueno, Associate Planner

- I. **Call Meeting to Order**
- II. **Public Comment on Non-Agendized Items** (comments limited to 3 minutes)
- III. **Approval of Minutes** (Attachment 1)
Recommended Action: Approve August 14, 2013 and September 11, 2013 Minutes.
- IV. **Survey Results – Brian Canepa, Nelson Nygaard** (Attachment 2)
Recommended Action: No formal action required
- V. **Residential Parking Permit Program – Brian Canepa, Nelson Nygaard** (Attachment 3)
Recommended Action: Review and Approve
- VI. **Public Comment**
- VII. **Adjournment** *Next Meeting Date: Wednesday, November 13, 2013 4:00 p.m. to 5:30 p.m.*

Please refer to the City Website, <http://www.newportbeachca.gov/index.aspx?page=2196>, for additional information regarding the Balboa Village Advisory Committee.

AN AGENDA FOR THIS MEETING HAS BEEN POSTED AT LEAST 72 HOURS IN ADVANCE OF THE MEETING AND THE PUBLIC IS ALLOWED TO COMMENT ON AGENDA ITEMS.

IT IS THE INTENTION OF THE CITY OF NEWPORT BEACH TO COMPLY WITH THE AMERICANS WITH DISABILITIES ACT (ADA) IN ALL RESPECTS. IF, AS AN ATTENDEE OR A PARTICIPANT AT THIS MEETING, YOU WILL NEED SPECIAL ASSISTANCE BEYOND WHAT IS NORMALLY PROVIDED, THE CITY OF NEWPORT BEACH WILL ATTEMPT TO ACCOMMODATE YOU IN EVERY REASONABLE MANNER. PLEASE CONTACT LEILANI BROWN, CITY CLERK, AT LEAST 72 HOURS PRIOR TO THE MEETING TO INFORM US OF YOUR PARTICULAR NEEDS AND TO DETERMINE IF ACCOMMODATION IS FEASIBLE (949-644-3005 OR CITYCLERK@NEWPORTBEACHCA.GOV).

**CITY OF NEWPORT BEACH
BALBOA VILLAGE ADVISORY COMMITTEE MINUTES**

Location: ExplorOcean, 600 East Bay Avenue
Wednesday, August 14, 2013 - 4:00 p.m. to 5:30 p.m.

I. Call Meeting to Order

Council Member Petros called the meeting to order at 4:00 p.m.

The following persons were in attendance:

Committee Members:

Michael Henn – Council Member (Chair)
Tony Petros – Council Member
Gloria Oakes – Balboa Peninsula Point Association
Ralph Rodheim – Balboa Village Merchant Association Member
Laura Keane – Central Newport Beach Community Association
Tom Pollack – ExplorOcean Representative
Jim Stratton – At-Large Representative

Staff Members:

Kimberly Brandt, Community Development Director
Brenda Wisneski, Deputy Community Development Director
Tony Brine, City Traffic Engineer
Fern Nueno, Associate Planner

II. Public Comment on Non-Agendized Items (comments limited to 3 minutes)

Interested parties were invited to address the Committee on Non-Agendized Items. There was no response and Council Member Petros closed Public Comment on Non-Agendized Items.

Council Member Petros welcomed members of the Urban Land Institute Technical Assistance Panel. Phyllis Alzamora introduced members of the Urban Land Institute Technical Assistance Panel.

Council Member and Chair Michael Henn arrived at this juncture.

III. Approval of Minutes (Attachment 1)

Recommended Action: Approve June 12, 2013 Minutes

Interested parties were invited to address the Committee on this item. There was no response and Chair Henn closed public comments for this item.

Committee Member Rodheim moved to approve the minutes of the June 12, 2013 meeting as submitted, and Committee Member Stratton seconded the motion; and the motion carried unanimously.

Chair Henn requested increasing the font size on the minutes.

IV. Project Status and Next Steps

Recommended Action: Review achievements and next steps. No action required.

Associate Planner Fern Nueno presented details of the report noting that the Committee has done a lot of work including establishing initial goals and modifying the schedule. She addressed the Parking Management Program and various related tasks. She presented the modified schedule and addressed the Master Plan Parking Strategies reviewed thus far. She added that data collection has been on-going and addressed the field surveys and programs needing Coastal Commission approval.

Chair Henn noted the survey work was one component of the Master Plan being worked on, which has to do with a completely integrated approach to parking management, pricing, and governance. The plan includes a Parking Benefit District and Residential Permit Parking Program for the residential areas immediately west of the commercial area. It includes a significant change of approach on zoning, including shared parking, suspending the in lieu fee for parking, and suspending the zoning requirements for off-site and site-specific parking.

Committee Member Rodheim noted that parking is the number one issue for the Balboa Village Merchants Association.

Chair Henn added that the intent is to unlock the ability for flexible redevelopment in the area.

Discussion followed regarding the length of stay, and creating a place where people can spend more time. It was noted that some people spend the day on the beach and there is a fishing fleet on the Bay side whose guests need to park and also those using the Catalina Flyer. Consideration should be given to accommodating the different types of users.

Chair Henn reported that the recommendation is to not have limitations on street metered parking.

Ms. Nueno addressed objectives in using demand-based parking. Committee Member Rodheim noted that residents need to be accommodated as well and the peak and off seasons must be addressed.

Ms. Nueno addressed other strategies the Committee hopes to accomplish including boardwalk area maintenance strategies and the Commercial Façade Improvement Program.

Committee Member Rodheim announced that the BID is now the Balboa Village Merchants Association (BVMA). He reported that the goal has not changed but continues to be driving business to the area and enhance the area for residents and visitors, alike. Under the "Special Events Initiative" the desire is to make a "wow" statement for the holidays including placing lights on street poles. He addressed related costs and the possibility of funding by the City, although he noted that the BVMA would pay for the decorations. Mr. Rodheim reported that the City has retained Janice Dinwiddie to put together a program and that as the "wow" factor; the BVMA would like to place an ice-skating rink at the beach. He addressed the cost and stated the BVMA recommends the action for 2014.

Ms. Dinwiddie reported working with a major installation company to help design concept ideas for décor in the area. She distributed copies of the concepts noting it will have a nautical theme.

Mr. Rodheim addressed the Christmas Boat Parade and the desire to keep people in the area beyond the time of the parade.

Chair Henn noted the intent is to make the area a destination spot during the holiday season. In addition to the winter event, another special event is planned during the Newport-Ensenada Yacht Race in the spring.

Mr. Rodheim noted the importance of parking and reported the Committee is asking the City to consider off-site shuttle parking during the Christmas Boat Parade with the BVMA and the City sharing costs. Additionally, he addressed plans for the Newport-Ensenada Yacht Race including a Taste of Balboa, Mariachi Fiesta Theme, and a Chalk Art Festival.

Chair Henn summarized the two major yearly signature events in addition to summer time activities that will create year-round excitement and activities in the area. In addition, Chair Henn reported on major development undertakings including the Balboa Theater and ExplorOcean.

Ms. Nueno addressed next steps, the related schedule for the remainder of 2013 and 2014, and priorities going forward.

Mr. Rodheim reported that one of the challenges encountered is the matter of name identity. The Committee is working with Visit Newport in terms of branding.

Discussion followed regarding the funding status and timeline of the two major redevelopment projects.

Interested parties were invited to address the Committee on this matter.

Howard Hall addressed the issue of naming and felt that the survey was flawed in that the area's historic name (Balboa) was not included as a multiple-choice option and had to be written in.

There being no other wishing to address the Committee, Chair Henn closed public comments for

this item.

V. Discussion with the Urban Land Institute Technical Advisory Panel

Recommended Action: No action required.

Community Development Director Kimberly Brandt introduced the item noting it will provide an opportunity to review plans for an upcoming panel on September 11, 2013, and allow an opportunity for questions and answers. She deferred to Phyllis Alzamora.

Ms. Alzamora reported that between now and September 11, 2013, the Panel will be conducting its due diligence including data gathering and discussions focusing on the subject areas specified by the City. She addressed the workshop planned for September 11, where the Panel will develop recommendations, present the results in the afternoon, and subsequently produce a written final report generated within six to eight weeks.

Council Member Petros commented working with ULI in the past and expressed excitement at the opportunity to work with ULI again. He noted that their work is informed by the input they receive and encouraged colleagues, residents, and business owners to provide comments. He stated that the product won't be a "bricks and sticks" outcome but rather policy matters directing the future of the area. He stressed for stakeholders to take advantage of the opportunity and provide input.

Discussion followed regarding communicating with the Panel and sharing contact information.

Ms. Alzamora reported that ULI is a non-profit think tank for use in planning and real estate development. She noted no special interests and addressed the organization's mission. She reported that members volunteer their time to generate recommendations for consideration and possible implementation.

Staff noted that the scope of work was drafted at a prior meeting but encouraged comments.

Interested parties were invited to address the Committee on this item.

Jim Mosher verified the open part of the meeting planned for September 11, 2013. It was noted that the open portion of the meeting will begin at 4:00 p.m.

Ms. Alzamora indicated that the more public participation at that meeting, the better it will be, stressing the value of community input.

The meeting will be a noticed public meeting and staff will check with the City Attorney's Office to determine the possibility of attendance by Council.

Discussion followed regarding the possibility of sending invitations to all of the area's business owners, publishing the meeting in the local newspapers and obtaining an appropriate venue to

accommodate attendees.

In response to an inquiry by the Panel, Chair Henn reported that this is a district that has a lot of history in the boundaries described and addressed important aspects of the surroundings and revitalization efforts. He added that the permit for Marina Park has been approved, summarized elements of the plan as well as other development projects being undertaken.

Ensuing discussion pertained to the need to be sensitive to and attract nearby residents to the area, the importance of addressing the issue of parking, the makeup of Balboa Village through history, present formation by attrition, adjacency issues over time, City-owned property at the Village, and creation of the Fun Zone. It was noted that the work of ULI will be well-received.

Council Member Petros noted that the area is one of the key assets of the City.

Discussion continued regarding the benefits and traditions of the area and goals for the Balboa Theater and the related Foundation. It was noted that the Balboa Theater business plan is forthcoming. It will be a multi-purpose facility for various types of events and will have no food element at this point.

It was noted that the City passed landmark legislation establishing a fund paid for by development fees, a portion of which will be contributed toward capital campaigns to build cultural attractions within the borders of the City and the installation of public art.

Chair Henn also addressed funding of a Long-Range Master Plan for Arts and Cultural Development in the City and dedicated to arts programming.

Ensuing discussion followed regarding the perspective on lighting in the area.

A member of the public commented on land-use in the Village, but also other activities including beach and use and boating and the need to take those areas and uses into account.

There being no others wishing to address the Committee, Chair Henn closed public comments.

VI. Parking Benefit District & Shared Parking Implementation (Attachment 2)

Recommended Action: Approve Parking Subcommittee Recommendations.

Deputy Community Development Director Brenda Wisneski highlighted a memo produced by Nelson\Nygaard and addressed the Parking Subcommittee and recommendations as stated in the staff report. She addressed boundaries, management techniques, shared parking strategies, meters, demand-based pricing, limiting time limits, and other strategies suggested for implementation. She spoke about the revenue sources in various areas, limitations on the use of funds, neighborhood enhancement zones, and reinvestment of revenues in the area.

Discussion followed regarding the Tidelands area, Corona del Mar, location of the proposed

Balboa Village District, and parking revenue that could be viewed as reinvestment money for Balboa Village.

Chair Henn noted the need for Nelson\Nygaard to update their report.

Ms. Wisneski addressed potential expenditures discussed by the Subcommittee and recommendations in terms of potential expenditures.

Discussion followed regarding funding available and including a maintenance of effort clause.

Council Member Petros commented on transportation parking planning and felt that to be the City's undertaking and should not be specifically called out in the recommendations.

Chair Henn added landscaping, streetscape maintenance, and street cleaning as being tasks for which the City is responsible.

It was noted that appropriate signage should be included as well.

Chair Henn pointed out items missing including the Façade Improvement Program, Special Event Support costs, enhancement of public enjoyment, and access to the peninsula. He added enhancement for area visitation under Enhancement Criteria.

Ms. Wisneski addressed parking funds and management of same by the City.

Council Member Petros commented on the role of the Subcommittee and suggested consideration of oversight of fund balances, prioritizing current projects, recommending new projects, review the parking utilization studies, and review of the parking rate structure.

Discussion followed regarding merchant allocation of free parking and future exploration of the item, subsidies, and an exploration of methods to facilitate resident parking and visitation to the area. Ensuing discussion pertained to parking requirements and availability in the summer versus the winter.

Chair Henn addressed a revenue potential of \$350K per year for the Village. He felt that Tidelands parking money could be used for way-finding signs for the area and enhancement of public access (i.e., shuttle service or lighting). He suggested including a recommendation to explore use of Tidelands-restricted parking money for uses complimentary to the purposes of the Master Plan.

Discussion followed regarding the long-term possibility of a parking structure, Tidelands revenues versus expenses, the proposed meter rates and requiring that they be analyzed on an on-going basis, balancing supply and demand, and including an evaluation process within the plan.

Interested parties were invited to address the Committee.

Bill Dildine addressed the boundaries of the Parking District and commented on the concept of shared parking and suggested noticing affected property owners.

Ms. Brandt reported it is a voluntary program.

Grace Dove commented on the need to use Tidelands revenues towards the Tidelands.

Chair Henn reported that staff will explore the limits of using Tidelands revenues.

Howard Hall felt that access to the peninsula should be a consideration and commented on problems with signals and synchronization during peak times.

Chair Henn commented on efforts by the City to address the matter, related results, and continuing improvement efforts.

Council Member Petros commented on the 55-Freeway Access Study and impacts of the project on traffic in the City and the Peninsula.

Bill Dildine commented positively on the City's Junior Life Guard Program.

There being no others wishing to address the Committee, Chair Henn closed public comments.

VII. Public Comment

Interested parties were invited to address the Committee. There was no response and Chair Henn closed Public Comment.

VIII. Adjournment

There being no further business to come before the Committee, Chair Henn adjourned the meeting at 5:49 p.m.

Next Meeting Date: Wednesday, September 11, 2013 4:00 p.m. to 5:30 p.m.

CITY OF NEWPORT BEACH
BALBOA VILLAGE ADVISORY COMMITTEE MINUTES
Special Joint Meeting of the Newport Beach City Council, Planning Commission, and
Balboa Village Advisory Committee

Location: Balboa Pavilion, 400 Main Street
Wednesday, September 11, 2013 - 4:00 p.m. to 5:30 p.m.

I. Call Meeting to Order

Council Member/Chair Henn called the meeting to order at 4:00 p.m. He introduced and thanked those in attendance participating in the process.

The following persons were in attendance:

Balboa Village Advisory Committee Members:

Michael Henn, Council Member (Chair)
Tony Petros, Council Member
Gloria Oakes, Balboa Peninsula Point Association
Ralph Rodheim, Balboa Village Merchant Association
Laura Keane, Central Newport Beach Community Association
Tom Pollack, ExplorOcean Representative
Jim Stratton, At-Large Representative

City Council Members:

Michael F. Henn, Council Member
Tony Petros, Council Member
Edward D. Selich, Council Member
Nancy Gardner, Council Member

Planning Commissioners:

Bradley Hillgren, Chair
Tim Brown, Planning Commissioner

Staff Members:

Kimberly Brandt, Community Development Director
Brenda Wisneski, Deputy Community Development Director
Leonie Mulvihill, Assistant City Attorney
Tony Brine, City Traffic Engineer
Fern Nueno, Associate Planner

II. Urban Land Institute Technical Assistance Panel Presentation (Attachment 1)

Urban Land Institute (ULI) Executive Director Phyllis Alzamora introduced the matter and shared information regarding ULI including its mission, a description of the Technical Assistance Panel (TAP), volunteer hours, and issues it addresses. She noted the Panel has various expertise in real estate, planning, finance, design, marketing, and development and deferred to John Shumway for a presentation.

Mr. Shumway commented on the Panel's objectivity and transparency, introduced Panel Members, and provided background of the TAP. He reported that the Panel toured the site and conducted due diligence, the key findings will be outlined this evening, and a written report will be issued in November. He addressed the scope of work and areas of concentration.

ULI Executive Director Phyllis Alzamora reported meeting with the City to create the scope of work and subsequent development of recommendations. She noted that the organization is not a lobbying group, and developed recommendations focusing on five areas. These areas included the existing public-realm corridors (entry areas and focal points for vehicles, boats, bicycles, and pedestrians), existing Balboa Village public realm corridors (entry areas and focal points for vehicles, boats, bicycles, and pedestrians), special events and activities, design, and defining an architectural theme or style for Balboa Village. She reported that the areas of focus guided the recommendations to be presented today.

Shaheen Sadeghi stated that the area of focus is a precious area that represents the past and has a lot of history with a great sense of community and culture. He addressed the importance of authenticity and commented on the opportunities for and preservation of the uniqueness of the area.

Jeff Mayer addressed constraints including difficulty of access and commented on experiencing the journey. Additionally, he noted there are a number of stakeholders that are part of the solution including landlords, tenants, residents and visitors. He pointed out economic issues in play, turnover of properties and expectations and abilities of tenants, adding that it makes for a complex equation. He added that of particular importance to consider is how the area serves existing residents.

Mr. Sadeghi addressed how fun it is to arrive to the area by ferry, and how the area serves the local community. He felt that if the area can offer quality products and services that serve the local community, tourists will come. Focusing merely on tourism does not provide for consideration of service to the community and Mr. Sadeghi noted the importance of local businesses also attracting local visitors. He reported that a sense of arrival at the village is lacking and felt that if a core plaza could be developed, it would act as the "glue" to bring the bay front and beach, together and activate the Village. He addressed existing alleys, having each street double faced, and creating a feeling of discovery around a central, core area/plaza. He stated that the intent is to create a sense of community, culture, commerce, and conscientiousness. Mr. Sadeghi commented on the need for businesses to be sustainable and on the various types of

stakeholders.

Chris Bennett commented on the entry experience, arriving at the peninsula, and ways to announce it. He noted that there should be a clear definition of where the district begins on Balboa Boulevard with appropriate signage as well as on the boardwalk, and as people arrive on the ferry by expanding the current announcement so that it becomes an iconic piece of the entry experience. He addressed location of the proposed gateway signs and ways to increase transit options. Consideration was given to bringing back Pacific Electric for a portion of Balboa Boulevard with restored classic cars, implementing a trolley system, a bicycle sharing program, a water taxi, and a "park once" option.

Shaheen Sadeghi addressed a shift in culture in terms of eating organic food and farming. He stated that "culinary culture" is a new product with emphasis on localization and specialty restaurants, and felt that increasing these types of businesses would make a difference on the peninsula. Mr. Sadeghi noted that the authenticity already exists and that it would involve expanding on it rather than creating it. He addressed better utilization of alleys and reported that every street and corner offers an opportunity with the possibility of re-zoning for outdoor dining and the possibility of having a row of restaurants on the sand at the edge of the existing parking lot.

Jeff Mayer addressed existing focal points including the Pavilion, Ferris wheel, park, pier, boardwalk, and Balboa Inn. He added that focal points are landmarks and used as wayfinding, and addressed the importance of a sense of orientation and branding.

Matt Shannon reported that the Pavilion is the most iconic landmark in the Village and should be celebrated. He suggested turning the "turn-around" area on Main Street, in front of the Pavilion, into a plaza and opening it up to a public space for small-to-mid-size community events. He addressed key intersections at Main and Balboa Boulevard and pointed out that an existing structure at the southeast corner of that intersection needs to be replaced with something larger and more substantial in nature. He commented positively on a building on the northeast corner of that intersection and a pharmacy and the Balboa Inn at the other corners. He addressed Palm Street and Balboa Boulevard and commented on the urban feel of the area but noted an existing building on the northwest corner that seems out of context. He suggested that could be redeveloped in the future to anchor the corner. He addressed traffic on the street and concerns that the buildings in the area do not face the street adding that the area could support retail spaces on both sides of the street. He suggested having a building at the end of Palm Street, where it meets the beach, which provides a terminated vista with a new iconic building. ExplorOcean is seen as a great opportunity to spur and drive additional traffic (in terms of more human activity) in the Village. Mr. Shannon addressed Balboa Theater and commented positively on the City's efforts to renovate it.

Jeff Mayer addressed phasing capital improvements in the Village over time and activating the streets by creating more indoor/outdoor spaces at building edges and looking at opportunities to create niches in the sidewalks where people could enjoy the outdoors. Façade improvements

would be an important part of a revitalization program but provide only a piece of the overall plan as well as the orientation of buildings to the streets. He affirmed that existing signage aids in the creation of a cultural heritage, stressed the importance of landscaping in softening the hard, urban edge to an area, introducing trees that might complement the existing tall palm trees and would provide a canopy more related to human heights, and creating seating along sidewalks. Additionally, he addressed improvements in night lighting and the possibility of closing Bay Avenue to vehicular traffic, bringing in vendors and creating more activities on the street as a pedestrian zone.

John Shumway offered ideas for implementation that might activate the Village and presented a list of ideas in which the City should invest time. He addressed existing events (i.e., Christmas Boat Parade) and suggested the possibility of a Farmers Market, craft shows, art shows, vintage car exhibitions, boat shows, craft beer fest, seasonal music festivals, food trucks, and a Taste of Balboa.

Matt Shannon reported that some aspects in the Village are anti-pedestrian. He addressed small lot sizes and noted that existing small sidewalks present challenges for outdoor living experiences. He felt that finding a way to widen some of the key sidewalks would be a positive, long-term goal and explained there is an opportunity to do so by doing a re-striping and reconfiguring Balboa Boulevard. He reiterated recommendations regarding introducing a plaza as the heart of the Village on the existing City parking lot and strengthening the connection between the ocean and the bay by creating more opportunities for congregation. He added that it is not good to have blank walls if the intent is to create a good pedestrian experience and addressed the benefits of windows with non-reflective glass with retail tenants and continuity of the hardscape, landscape, street furniture, lighting, and signage.

John Shumway commented on the City's creation of a parking management plan and commended the City's efforts. He felt that the plan has merit, stated that the group supports the City's "park once" concept, and that the City should move forward with the plan as soon as possible.

Jeff Mayer commented on re-striping Balboa Boulevard between Adams and A Street and suggested installing an arrival sign or an archway and implementing an entire program of change with the possibility of a change in the paving material that would provide the visual cues of being in the Village; reinforcing a sense of place. He suggested having parallel parking on both sides of the street with a median with canopy trees.

Simon Hibbert commented on opportunities for urban design improvements noting that the area offers possibilities for pedestrian walkability and human scale. He presented graphic representations of the concept including identification of the key intersections. He added that the City parking lot is an important location for "Village defining" and provides an opportunity for a plaza and light retail and food and beverage. He addressed the Main Street and Balboa Boulevard intersection noting that it is a major meeting point.

Chris Bennett commented positively on the Façade Improvement Program, existing historic structures, maximizing store fronts on the street, and having store fronts on both sides of the street, whereas currently, there are a lot of gaps in experience. He commented positively on the City's plan to restore the Balboa Theater and felt that the same consideration should be given to existing historical buildings in the area. In addition to the architectural, eclectic heritage, he noted that the area has a graphic heritage that is unique. He noted the importance of restoring existing signs and use of the same styles for future signage focusing on amusement, fun, and entertainment.

Shaheen Sadeghi commented on the possibility of adding artist spaces and art galleries and work/live areas. He addressed the boardwalk and activating every aspect of the Village. He commented positively on ExplorOcean and shared that to have a perfect balance of community; all of the various elements need to work together. He addressed a deed of trust, responsibilities as gatekeepers of the area, and thinking into the future.

Matt Shannon reported that everything that will be done at the Village will have long-lasting effects in the years to come. He noted that City's resources are limited and addressed prioritizing projects, a targeted tenant-attraction program, and centralized management and marketing of the Village using the Merchants Association or other expanded authority. In terms of the corridors that need the most attention, Mr. Shannon reported that a central park/plaza will be an important anchor in the Village, followed by Balboa Boulevard improvements, and the possibility of closing Bay Avenue for vehicular traffic. He commented on Main Street improvements and alley spaces. He addressed ExplorOcean as an opportunity to attract visitors to the Village and being a catalyst for redevelopment. He reported that architectural style should be dictated by the community. He noted the need to bring in the right planning consultant with expertise on form-based codes; codes that are designed to prioritize the physical form of buildings as well as the use of the building. The idea is that the Village would stay urban and walkable. Mr. Shannon suggested that the form based code should be used on the peninsula between Balboa and Lido Villages.

Phyllis Alzamora open the meeting for questions and answers.

Chair Henn indicated he likes the idea of a central plaza/core but noted the need for parking solutions as well.

Council Member Gardner noted the need for Coastal Commission review and wondered if there would be an opportunity for removal of some of the parking while still providing access to the area.

Matt Shannon noted that trolleys and light rail lines are coming back and that ExplorOcean is eager for a multi-level parking structure at the City parking lot. A parking lot could be rebuilt in a different physical form to create a park and the possibility of a subterranean parking lot under the new ExplorOcean facility and a new subterranean level under the existing parking lot on the beach.

Shaheen Sadeghi commented on building what you can park and felt that the idea should be to design the Village, design the needs, and then develop parking solutions. He noted that there are a lot of opportunities and that parking problems will exist. He believed that a smart parking plan could solve the problem. He addressed shared parking and felt that compromises could be reached.

Matt Shannon cautioned against installing a large parking structure on Balboa Boulevard but felt that there are things that could be done to resolve parking problems.

A member of the public noted that the area has an ocean and a bay and felt that the area already has what people want and that easier access to the ocean and harbor is what is needed. She agreed with changing the existing parking lot into a plaza for community events and gatherings.

A member of the public commented the possibility of reviewing what occurs in small lake areas in Europe with small boats that link small villages.

A member of the public commented on the need for an evacuation and safety plan for residents of the Village. She stated that if one of the lanes is eliminated, it will eliminate a key corridor for residents to use to exit the peninsula.

Phyllis Alzamora reported sea-level rise is also an issue but that the Panel was not tasked with addressing that issue. She noted that evacuations were made during 9/11 by boats where 500,000 people were evacuated in four (4) hours and that the Village already has an evacuation plan.

A member of the public commented on the desire to make the area a destination as opposed to embarkation for other destinations and activities without a chance for economic capture, and wondered about the possibility of moving the Catalina Flyer and fishing businesses to other areas. He wondered what types of other economic incentives have been observed to encourage proper development and penalize those who do not maintain their properties and are hurting the City.

It was noted that with planning and having the right products, the "captured audience" could be seen as an advantage.

Ralph Rodheim, Balboa Village Merchant Association Member thanked the Panel for its work and recommendations and addressed the need to build the best Village and look at parking as an extra issue. He commented on the Embarcadero area in San Francisco noting that they have brought back the Red Cars and rail cars. He felt that the key to the peninsula is providing off-site parking outside of the peninsula.

A member of the public commented positively on the recommendation for an archway and wondered regarding possible limitations in the Building Code that would preclude building it.

Community Development Director Kimberly Brandt commented on City Council policies regarding signage that projects over the public right-of-way but felt that the matter could be explored and that through the Planning Commission and Council process, and noted that this type of treatment may be appropriate for the Village.

Council Member/Chair Henn noted that Council is able to change policies and commented positively on creating ideas that stimulate the City to change things and break down barriers.

A member of the public felt that the report has emphasized ways to increase tourism as the only way to make the community more viable. He stated that when parking meters were installed, the diversification of businesses began decreasing and the amount of local residents supporting those businesses decreased as well. He commented on the difference between Balboa Island and the Village in terms of parking access and the importance of the same in supporting businesses. He felt that the issue of businesses to support local residents has not been addressed.

Shaheen Sadeghi stated that the Panel believes it is about local residents and not tourism. He shared that if consideration is given to providing great products and services for the local community, visitors will come. He noted that parking is an issue in many communities and noted that there are many different solutions but that each of them has a compromise.

Phyllis Alzamora referenced the upcoming written report noting that it will present more of the Panel's opinions to focus on the needs of local residents. She thanked the City for seeking the Panel's advice and recommendations and thanked the Panel for their time and input. She commended the City for opening the process up for the public noting the importance of transparency.

Council Member/Chair Henn thanked the Panel and stated he looks forward to the formal report. Additionally, he thanked the Balboa Village Advisory Committee for its efforts in making this happen.

III. Public Comment - None

IV. Public Comment on Non-Agendized Items (comments limited to 3 minutes) - None

v. Adjournment

There being no further business to come before the Balboa Village Advisory Committee, Chair Henn adjourned the meeting at 5:46 p.m.

Next Balboa Village Advisory Committee Meeting Date: Wednesday, October 9, 2013 4:00 p.m. to 5:30 p.m.

Attachments 2 & 3

Survey Results – Brian Canepa, Nelson Nygaard (**Attachment 2**)

is available at the following link:

http://www.newportbeachca.gov//Pln/BVAC_Agendas/10-09-2013/Attachment_2_Summary_Parking_Data_Summer_2013.pdf

Residential Parking Permit Program – Brian Canepa, Nelson Nygaard (**Attachment 3**)

is available at the following link:

http://www.newportbeachca.gov//Pln/BVAC_Agendas/10-09-2013/Attachment_3_Balboa_Village_Residential_Parking_Permit_Implementation_DRAFT.pdf

Nueno, Fern

From: Brandt, Kim
Sent: Friday, September 13, 2013 6:19 PM
To: Wisneski, Brenda; Nueno, Fern
Subject: Fwd: "Balboa Village"

FYI.

Kim
 Sent from my iPad

Begin forwarded message:

From: Coeli Hylkema <wownotwhy@yahoo.com>
Date: September 13, 2013, 6:15:08 PM PDT
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Subject: "Balboa Village"
Reply-To: Coeli Hylkema <wownotwhy@yahoo.com>

Hello Shaheen Sadeghi, and fellow ULI "Balboa Village" TAP members,

I am a Balboa Peninsula resident, with a home just a few blocks away from the Fun Zone, and I attended the September 11, 2013 "Special Joint Meeting", at the Balboa Pavilion, where you gave your recommendations for improving Balboa Village. First, I want to thank you for your efforts, giving your time and offering your knowledge, and for making some suggestions that, happily for me, echoed some of my own.

I live near Coronado Street on East Bay Avenue, and the Village boundaries have included my neighborhood, with the west boundary ending at Coronado; and when, sometime ago, I learned that the City had plans to put a parking meter in front of my house, I started paying closer attention to their

dealings. My front door is about 15 feet from the street, so you can probably imagine the cacophony I hear that is generated by the comings and goings of those who park, here. The lack of parking availability in the area creates a variety of conflicts, with some caused by the nature of our car culture in general, but others created by the City's decision to install meters and charge high parking fees which results in visitors seeking out free parking in our neighborhoods, because nobody wants to pay to park. Several groups of non-residents park in my neighborhood including, Fun Zone employees, fisherman that go out on boats, "Catalina Flyer" users, harbor and beach goers, summer rental visitors, live-aboard boat owners, and the friends and family of residents. I know that many of my neighbors are hoping to get residential parking permits, and although I sympathize with them because of our parking difficulties, I do not want those who visit me to have to pay to park, nor do I want the city to charge me to park in my own neighborhood, but also, as a member of the larger human community, I recognize that the ocean and the harbor are the commons, and we should not bar access to those who want to enjoy a day at the beach. Like you, I recognize that there is the need for off peninsula parking and car alternatives need to be made available. I can picture funky beach trams, with open windows, cruising down the Boulevard, sea creature water taxis, an electric train made up of little boat-like cars that travels alongside the boardwalk, bike sharing, but also paddleboard and kayak transport, with destination hubs.

I, along with many other residents, am not thrilled with plans to bring more visitors into our already impacted area. The "ExplorOcean" plan does not fit, in idea or scale, with

the vintage, family, Fun Zone theme that charms so many visitors. Like I alluded to at the meeting, if a person wants to explore the ocean, they should walk across the street, kick off their shoes, run through the sand and dive into the sea. People can sit in a room in Oklahoma and have saltwater sprayed in their face if they want to have a simulated ocean experience, but when one is so close to the sea, they should go out and get a taste of the real thing.

Sometime ago, at a Citizen Advisory Panel (CAP) meeting, I suggested that ExplorOcean seemed a better fit for the old civic center site, although I think a better use of that space would be a kind of Plaza/Grand Central Station hub site, with trams, bike sharing, water taxis, etc., but Newport-style, with restaurants and upscale shops. I have also suggested lengthening and widening the oceanfront boardwalk to accommodate cyclists, and proposed an organic winding, wooden footpath that could be built in the sand for those who like to walk, but a path that could also accommodate those in wheelchairs and those who walk with canes or walkers. I have heard many cyclists complain about how unsafe they feel while riding on Balboa Blvd, and although many cyclists use East Bay Avenue, they risk getting a ticket when traveling against traffic. We certainly should be encouraging cyclists, instead of motorists, for the obvious impact reasons, but also to promote the area as a health haven.

I recognize the importance of your suggestion to create a central plaza, a "heart". A plaza is a gathering place, a community building social center. I, too, suggested that the space where the City built a parking lot, the place where our iconic, deco-style Balboa Market building, with its large

mural where tourists would pose for pictures, once stood, would be a perfect plaza space; or at the very least, a space that could be used for art shows, craft shows, early morning antique flea markets, car and boat shows, a temporary skateboard park, a farmer's market, nighttime dances with live bands and string lighting, etc.

The other big draw that the City has been pushing, and spending a lot of money on, with very little result, is the Balboa Theater. I have peaked in over the years, and nothing is happening, there. I was laughed at when I suggested that they open up the ceiling to the stars, keep the floor just sand, let visitors bring their beach chairs in and invite, the Beach Boys, Jimmy Buffet, and the like, to play in that intimate venue; they could also show old surf flicks to the beach crowd, have beauty contests, and special indoor beach volleyball games, etc.

I have heard from some of the power players that there is a desire to "attract a better class of visitor" to the peninsula, so gentrification seems to be part of the plan. Some would like the big cruise ships to come. As a resident, I do not want to see my neighborhood more inundated with visitors, because as it is we endure the barrage of supply trucks, tour buses, frustrated drivers, drunks, litterers and thieves, that find easy pickings, here. Our cars and other property are damaged, and the noise level is sometimes unbearable. We celebrate Labor Day, here, not for its intended reason, but because the hordes leave.

Balboa is a "jewel", and I do not want to see it strip-mined. I appreciate some of your community-minded ideas, like the central plaza, the sidewalk cafe suggestions along a narrower

Balboa Blvd., and the beach dining. We need people to fall in love with this place, so they treat it well and want to come back, not a bunch of thrill seekers who want to be entertained, who trash the place, and then leave.

I think many people are becoming more aware of the need to tend to their environment. Since a good economy needs a healthy environment to exist, and not vice versa, we would be wise to sponsor those things that protect our place on the planet. We should welcome the sailors, surfers, runners, paddleboarders, kayakers, bodyboarders, cyclists, skateboarders, swimmers, beachcombers, bathing beauties, volleyball players, basketball players, walkers, birders, fishermen, whale watchers, sandcastle builders, photographers, plein air painters, etc., and make available, to them, what they may need during their visit. We have the bay and we have the sea, that is why they come.

I am looking forward to enjoying the reality of your once good ideas...

Coeli (pronounced chay-lee) Hylkema